

AMENDMENTS TO THE CLAIMS

Claim 1 (Currently amended): A method for providing incentive to a user to receive information, the method comprising:

- providing a programming broadcast signal to a broadcast receiving appliance;
- providing a token with the programming broadcast signal;
- radiating an audio signal ~~or video display~~ including the token with the programming to a user from the broadcast receiving appliance;
- providing a token capture device to the user configured to receive the token during the radiating of the programming; and
- providing an incentive to a user for using the token capture device to receive the token.

Claim 2 (Original): The method according to claim 1, wherein the token capture device is further configured to process the token.

Claim 3 (Original): The method according to claim 1, wherein the token is contained within the programming broadcast signal.

Claim 4 (Original): The method according to claim 1, wherein the programming broadcast signal embodies a television broadcast.

Claims 5-7 (Canceled)

Claim 8 (Original): The method according to claim 1, wherein the programming broadcast signal embodies a radio broadcast.

Claim 9 (Canceled)

Claim 10 (Original): The method according to claim 1, wherein the incentive comprises providing a reward in exchange for redemption of a token capture device having indication thereon of a received token signal.

Claim 11 (Original): The method of claim 1, wherein the information is advertising.

Claim 12 (Original): The method according to claim 10, further comprising collecting personal information from a person during the redemption of the token capture device.

Claim 13 (Original): The method according to claim 12, further comprising:
storing the collected personal information; and
using the stored collected personal information in a demographic analysis.

Claims 14-37 (Canceled)

Claim 38 (Currently amended): A system for providing incentive to receive advertising, the system comprising:

- a broadcast signal;
- a token signal associated with the broadcast signal;
- a broadcast receiving appliance operable to radiate an audio ~~and/or video~~ signal corresponding to the broadcast signal;
- a token capture device configured to receive the token signal radiated from the broadcast receiving appliance;
- a means for providing incentive to a token capture device user to cause the token capture device to receive the token signal.

Claim 39 (Original): The system according to claim 38 wherein the incentive comprises allowing redemption of a token capture device having indication thereon of a received token.

Claim 40 (Original): The system according to claim 39 wherein the redemption comprises exchange of the token capture device having indication thereon of the received token for a prize.

Claim 41 (Original): The system according to claim 38 wherein the broadcast signal comprises an advertisement.

Claim 42 (Original): The system according to claim 38 wherein the broadcast signal embodies a television program.

Claim 43 (Original): The system according to claim 38 wherein the broadcast signal embodies a motion picture film.

Claim 44 (Original): The system according to claim 38 wherein the broadcast signal embodies a radio program.

Claim 45 (Original): The system according to claim 38 wherein the broadcast signal embodies a computer software program.

Claim 46 (Previously amended): A method for providing incentive to receive advertising, the method comprising:

- providing a programming broadcast signal to a broadcast receiving appliance;
- providing an audio token with the programming broadcast signal;
- radiating an audio signal including the audio token from the broadcast receiving appliance corresponding to the programming broadcast signal;
- providing to a user an audio token capture device configured to receive the token during the radiating of the audio signal;
- providing an incentive to the user for causing the token capture device to receive the token.

Claims 47-50 (Canceled)

Claim 51 (Currently amended): A method for marketing to consumers, the method comprising:

- providing a registration venue;
- gathering consumer information from the consumer at the registration venue;
- delivering advertising to the consumer at the registration venue;
- entering the consumer information into a database;
- furnishing to the consumer an audio token capture device;
- providing programming to the consumer;
- the consumer using the token capture device during the course of the programming;
- providing audio tokens during the course of the programming;
- the token capture device receiving the audio tokens;
- the consumer returning the token capture device to a receiving venue; gathering token information from the token capture device;

delivering advertising to the consumer at the receiving venue; entering the token information into the database;

preparing promotional material based, at least in part, on the token information and consumer information in the database;

providing additional programming to the consumer;

providing the promotional material to the consumer in conjunction with providing the additional programming.

Claim 52 (Previously added): The method of claim 1 further comprising:
tracking the user's use of the token capture device;
communicating the user's usage to a provider of the incentive; and
modifying broadcast information based on the user's use of the device.

Claim 53 (Previously added): The method of claim 1 further comprising:
redeeming the token; and
modifying promotional material based at least in part on information from redeemed tokens.

Claim 54 (Previously added): The method of claim 53 wherein the tokens are redeemed for a prize.

Claim 55 (Previously added): The method of claim 1 further comprising:
the consumer returning the token capture device to a receiving venue;
gathering token information from the token capture device;
entering the token information into a database;
preparing promotional material based, at least in part, on the token information in the database;
providing additional programming to the consumer; and
providing the promotional material to the consumer in conjunction with providing the additional programming.

Claim 56 (Previously added): The method of claim 55 wherein another token is provided in conjunction with the additional programming.

Claim 57 (Previously added): The method of claim 56 further comprising repeating the gathering, entering preparing and providing operations to further refine the promotional material.